

News Release



FOR IMMEDIATE RELEASE

July 20, 2004

Contact: Roy Stearns

(916) 654-7538

Pfeiffer Big Sur State Park

Concessionaire Selected for Big Sur Lodge

SACRAMENTO -- California State Park officials announced today the state's intent to award a contract for concession services at the Big Sur Lodge in Pfeiffer Big Sur State Park to Guest Services, Inc., a company that provides contract food services and hospitality management services nationwide.

The firm operates more than 200 facilities, including historic lodges at Mount Rainier National Park, and state and federal restaurant and retail concessions nationwide, including the Supreme Court and the House of Representatives.

Until 1996, Guest Services was the concessionaire at Sequoia/Kings Canyon National Parks in California for more than 30 years, operating the lodge, restaurant and retail facilities. The company, which was founded in 1917, reported annual sales in 2003 of \$200 million, up from \$125 million in 2002.

Under the Big Sur agreement, Guest Services will provide extensive renovations that will improve accessibility to concession services, and operate the existing lodge concession, including 61 overnight guest cottages on about seven acres of lawn and landscaping, a grocery store, full-service restaurant, registration and information counter, and a seasonal camp store and laundry facility.

Guest Services was the top bidder in a competitive bidding process required of all concessions in State Parks on a regular basis, and conducted under strict guidelines set forth by state law.

The contract is for five years, during which time the Department estimates Guest Services will pay more than \$4 million in rent to the State. The State has the option to extend the contract for up to five additional years. Total revenue to the State from this agreement could exceed \$10 million over 10 years.

The Big Sur Lodge, which first opened to the public in 1950, is located in Pfeiffer Big Sur State Park in a rural and remote area of Monterey County, about 30 miles south of the city of Monterey.

The park includes about 1,006 acres of diverse terrain that ranges from river corridors to wind-blown mountain tops and open meadows. This popular and scenic area is noted for its towering old growth redwood forests, but is also home to oak woodlands, chaparral and coastal scrub. The only access to the park is the north and south-running Big Sur Coast Highway 1.

###